



To enrich lives through effective and caring service

AGENDA

MARINA DEL REY DESIGN CONTROL BOARD

Thursday, October 22, 2009, 2:00 p.m.

Burton W. Chace Park Community Building
13650 Mindanao Way ~ Marina del Rey, CA 90292

Design Control Board Members

Peter Phinney, AIA - Chair	- Fourth District
Simon Pastucha - Vice Chair	- Third District
Helena Jubany - Member	- First District
David Abelar - Member	- Second District
Tony Wong, P.E. - Member	- Fifth District



Santos H. Kreimann
Director

Kerry Silverstrom
Chief Deputy

1. Call to Order, Action on Absences, Pledge of Allegiance, and Order of Agenda
2. Approval of Minutes
September 24, 2009
3. Design Control Board Reviews
 - A. Parcel 50 - Waterside Marina del Rey - DCB #09-011
Approval of the record of the DCB September 24, 2009 action approving signage for Fresh Brothers Pizza, a new tenant
 - B. Parcel 95 - Marina West Center - DCB #09-014
Approval of the record of the DCB September 24, 2009 action approving signage modifications for Islands Fine Burgers & Drinks
 - C. Parcel 76 - Marina Towers - DCB #09-015
Approval of the record of the DCB September 24, 2009 action approving signage modifications for Chase Bank
 - D. Parcel 50 - Waterside Marina del Rey - DCB #09-016
Approval of the record of the DCB September 24, 2009 action approving signage for Papillon, a new tenant
4. Consent Agenda
The Chair may entertain a motion by a Board member at the beginning of the meeting to approve certain non-controversial agenda items as consent agenda items unless held by a Board member or member(s) of the public for discussion or separate action.
5. Old Business
None
6. New Business
 - A. Marina del Rey Water Conservation
Presentation by Melinda Barrett, Department of Public Works

- B. Parcel 95 - Marina West Center - DCB #09-017
Consideration of signage for Images Furniture Warehouse, a new tenant
- C. Parcel 50 - Waterside Marina del Rey - DCB #09-018
Consideration of signage for Affordable Portables, a new tenant

7. **Staff Reports**

- A. Temporary Permits Issued by the Department
- B. Ongoing Activities Report
 - Board of Supervisors Actions on Items Relating to Marina del Rey
 - Regional Planning Commission's Calendar
 - Local Coastal Program Periodic Review Update
 - Small Craft Harbor Commission Minutes
 - Marina Design Guidelines Update
 - Redevelopment Project Status Report
- C. Marina del Rey and Beach Special Events

8. **Public Comment**

Public comment within the purview of this Board (three minute time limit per speaker)

9. **Adjournment**

ADA ACCOMMODATIONS: If you require reasonable accommodations or auxiliary aids and services such as material in alternate format or a sign language interpreter, please contact the ADA (Americans with Disability Act) Coordinator at (310) 827-0816 (Voice) or (310) 821-1734 (TDD), with at least three business days' notice.

Project Materials: All materials provided to the Design Control Board Members are available (beginning the Saturday prior to the meeting) for public review at the following Marina del Rey locations: Marina del Rey Library, 4533 Admiralty Way, 310-821-3415; MdR Visitors & Information Center, 4701 Admiralty Way, 310-305-9546; Burton Chace Park Community Room, 13650 Mindanao Way, 310-305-9595; and (beginning the Monday prior to the meeting) Department of Beaches and Harbors Administration Building, 13837 Fiji Way, 310-305-9503. The material can also be accessed on our website at marinadelrey.lacounty.gov.

Please Note: The Los Angeles County Board of Supervisors adopted Chapter 2.160 of the Los Angeles County Code (Ord. 93-0031 §2(part), 1993) relating to lobbyists. Any person who seeks support or endorsement from the Design Control Board on any official action must certify that they are familiar with the requirements of this ordinance. A copy of this ordinance can be provided prior to the meeting and certification is to be made before or at the meeting.

Departmental Information: <http://beaches.co.la.ca.us> or <http://labeaches.info>

DRAFT

**MINUTES
OF
MARINA DEL REY
DESIGN CONTROL BOARD**

September 24, 2009 2:00 p.m.

**Department of Beaches and Harbors
Burton Chace Park
Community Building – 13650 Mindanao Way
Marina del Rey, CA 90292**

Members Present: Peter Phinney, A.I.A., Vice-Chair, Fourth District
Simon Pastucha, Third District
Helena Lin Jubany, First District
Tony Wong, P.E., Fifth District
David Abelar, Second District

Department Staff Present: Charlotte Miyamoto, Chief, Planning Division
Ismael Lopez, Planner
Teresa Young, Secretary

County Staff Present: Tom Faughnan, Principal Deputy County Counsel
Michael Tripp, Department of Regional Planning

Guests Testifying: Julian Juarez, LA County Department of Public Works
Adam Goldberg, Fresh Brothers Pizza
Joe Mueller, Island Fine Burgers & Drinks
Jill Peterson, Pacific Ocean Management
Dennis Stout, Sign Representative for Chase Bank
Ashley Gottschang, Sign Representative for Chase Bank
Louis Werbe, JP Morgan Chase Bank
Ron Walters, Papillon

1. Call to Order, Action on absences and Pledge of Allegiance

Mr. Phinney called the meeting to order at 2:10 p.m. and Mr. Abelar led the Pledge of Allegiance

Mr. Phinney (Pastucha) moved to excuse Mr. Wong from the meeting {Unanimous consent}

2. Approval of the DCB minutes

Ms. Jubany (Abelar) moved to approve the August 27, 2009 minutes {Unanimous consent}

Mr. Wong arrived at the Design Control Board meeting at 2:12 pm.

3. Design Control Board Reviews

A. Parcel 49S - LACO Department of Public Works - Used Oil Collection Center - DCB #09-002

Approval of the record of the DCB August 27, 2009 action approving new signage and security camera installation

Mr. Pastucha (Phinney) moved to approve DCB Review #09-002 as submitted {Unanimous consent}

B. Parcel 56 - Fisherman's Village - DCB #09-007

Approval of the record of the DCB August 27, 2009 action approving signage for modifications for Catalina-Marina del Rey Flyer

Ms. Jubany (Pastucha) moved to approve DCB Review #09-007 as submitted {Unanimous consent}

C. Parcel 15 - Bar Harbor Marina - DCB #09-010

Approval of the record of the DCB August 27, 2009 action approving a temporary leasing sign

Mr. Pastucha (Jubany) moved to approve DCB Review #09-010 as submitted {Unanimous consent}

D. Parcel 145 - Marina International Hotel - DCB #09-012

Approval of the record of the DCB August 27, 2009 action approving signage for Spokes N Stuff, a new tenant

Ms. Jubany (Pastucha) moved to approve DCB Review #09-012 as submitted {Unanimous consent}

E. Parcel 95 - Marina West Center - DCB #09-013

Approval of the record of DCB August 27, 2009 action approving temporary signage for Images Furniture Warehouse, a new tenant

Mr. Pastucha (Jubany) moved to approve DCB Review #09-013 as submitted {Unanimous consent}

4. Consent Agenda

None

5. Old Business

None

6. New Business

B. Marina del Rey Waterline Replacement Project

Presentation by Julian Juarez, Department of Public Works

Ms. Miyamoto gave the project overview

Mr. Juarez stated that the existing waterline system was constructed in 1962 with an expected service life of about forty years, which consisted of various sizes, but mainly 10-inch and 14-inch water mains through the main channel and along Fiji Way, Admiralty Way and Via Marina. He added that the existing waterline needed replacement to meet fire protection and newly approved development demand within the area. Mr. Juarez noted the project would be completed in three phases:

- 1) First phase was constructed in 2002 with a main connection point through City of LA's jurisdiction
- 2) To begin in May 2010 consisting of approximately 9500 linear feet of 18-inch diameter waterline running along Admiralty Way, and
- 3) Completion of waterline along Fiji Way and Via Marina to replace the old waterline entirely.

Mr. Juarez added that the main concern for the community had been traffic congestion during construction. He noted that the waterline construction would occur within one lane only and between 9 a.m. and 5 p.m., avoiding peak hours, with the addition of traffic mitigation measures such as signs, cones, and traffic staff

Public Comments

None

Board Comments

Ms. Jubany asked if there would be a need for heavy equipment and if flag staff would be required during construction

Mr. Juarez said heavy equipment would be required to install the waterline off the right shoulder and noted that flag staff need was not anticipated, but that they would be considered

Mr. Abelar asked if the existing lines would continue to be used once the installation of the new waterlines was complete

Mr. Phinney asked if the current waterline design looped around the Marina or if it only crossed the main channel

Mr. Juarez stated that the existing system did circle the Marina and it crossed the main channel as well. He added that the new waterline would replace the old one entirely except for the portion across the channel, which would remain intact and unused upon completion of the new project

Mr. Phinney noted that the City of LA had previously presented an option to upgrade the Venice Dual Force Main along Via Marina and asked that coordination occur should the City continue with that option

Mr. Tripp stated that the City's project consisted of three alignment options; Beach, Pacific Avenue and Via Marina, but noted that the City had yet to choose one alignment. He added that the County will ensure that coordination between the projects was handled appropriately

C. Parcel 50 - Waterside Marina del Rey - DCB #09-011

Consideration of signage for Fresh Brothers Pizza, a new tenant

Ms. Miyamoto gave the project overview

Public Comments

None

Board Comments

Mr. Phinney commented on outstanding signage at Parcel 50

Ms. Miyamoto noted that the Lessee had yet to submit a Variance application to resolve outstanding issues

Mr. Greenberg stated that they are currently working on a sign package to submit to the County

Mr. Pastucha made clear that the hold pertained to the main Lessee, not individual tenants, but noted that future submittals would be held until a sign package was submitted

Ms. Miyamoto said that she was in contact with Brian Colacarro of Caruso, who mentioned the Variance application would be filed within a few days

Ms. Jubany (Abelar) DCB #09-011 moved to approve the sign submittal with the following conditions: {Unanimous consent}

- 1. Lessee (Caruso) shall submit a Variance application for outstanding signage and kiosks to be signed by the Department of Beaches and Harbors and submitted to Regional Planning within 30 days. Failure to submit Variance shall result in a signage disapproval for Fresh Brothers Pizza upon the October 22, 2009 meeting;**
- 2. Applicant shall obtain further review and approval from the DRP for this signage application;**
- 3. Main entrance sign shall be lit according to existing center-wide lighting hours, from dusk until 11:30 p.m., or one hour after closing of the last restaurant, whichever is earlier; and**
- 4. Rear entrance sign shall be lit according to existing center-wide lighting hours from dusk until midnight.**

D. Parcel 95 - Marina West Center - DCB #09-014

Consideration of signage for Islands Fine Burgers & Drinks

Ms. Miyamoto gave the project overview

Mr. Mueller commented on the proposed signage design

Public Comments

None

Board Comments

**Mr. Pastucha (Abelar) moved to approved DCB #09-014 with the following conditions:
{Unanimous consent}**

- 1. Applicant shall obtain further review and approval of the signage by the DRP; and**
- 2. Signage lighting shall remain lit until one hour after closing of the restaurant or 11:30 p.m., whichever is earlier.**

E. Parcel 76 - Marina Towers - DCB #09-015

Consideration of signage for Chase Park

Ms. Miyamoto gave the project overview

Public Comments

None

Board Comments

Mr. Pastucha (Jubany) moved to approve DCB #09-015 as submitted {Unanimous consent}

F. Parcel 50 - Waterside Marina del Rey - DCB #09-016

Consideration of signage for Papillon, a new tenant

Ms. Miyamoto gave the project overview

Mr. Walter commented that he had a last minute request to add a 12" high non-illuminated butterfly logo

Public Comments

None

Board Comments

**Ms. Jubany (Pastucha) moved to approve DCB #09-016 with the following conditions:
{Unanimous consent}**

1. Lessee (Caruso) shall submit a Variance application for outstanding signage and kiosks to be signed by the Beaches and Harbors and submitted to Regional Planning within 30 days. Failure to submit Variance shall result in a signage disapproval for Papillon upon the October 22, 2009 meeting;
2. Applicant shall obtain further review and approval from the DRP for this signage application;
3. Main entrance sign shall be lit according to existing center-wide lighting hours, from dusk until 11:30 p.m., or one hour after closing of the last restaurant, whichever is earlier;
4. Rear entrance sign shall be lit according to existing center-wide lighting hours from dusk until midnight; and
5. Proposed signage shall include the 12" high by 18" long non-illuminated butterfly as presented to the DCB during the hearing

7. **Staff Reports**

All reports were received and filed

8. **Public Comments**

None

Adjournment

Mr. Phinney (Wong) moved to adjourn the Design Control Board meeting at 3:25 p.m.
{Unanimous consent}

Respectfully Submitted,

Teresa Young

Secretary for the Design Control Board



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Santos H. Kreimann
Director

Kerry Silverstrom
Chief Deputy

October 15, 2009

TO: Design Control Board

FROM: Santos H. Kreimann, Director

SUBJECT: AGENDA ITEM 3 - DESIGN CONTROL BOARD REVIEWS - DCB #09-011, #09-014, #09-015 and #09-016

The Design Control Board's actions from September 24, 2009 are attached:

- A. Parcel 50 - Fresh Brothers Pizza - DCB #09-011
- B. Parcel 95 - Islands Fine Burgers & Drinks - DCB #09-014
- C. Parcel 76 - Chase Bank - DCB #09-015
- D. Parcel 50 - Papillon - DCB #09-016

SHK:CM
Attachments (4)

DESIGN CONTROL BOARD REVIEW
DCB #09-011

PARCEL NAME: Waterside Marina del Rey

PARCEL NUMBER: 50

REQUEST: Consideration of signage for Fresh Brothers Pizza, a new tenant

ACTION: Approved with conditions

CONDITIONS: The following conditions apply:

- 1) Lessee shall submit a complete Variance application for outstanding signage, freestanding sign holders and sign kiosks to be signed by Beaches and Harbors and submitted to Regional Planning within 30 days. Failure to submit a complete Variance application shall result in signage disapproval for Fresh Brothers Pizza at the October 22, 2009 meeting;
- 2) Applicant shall obtain further review and approval from the Regional Planning for this signage application;
- 3) Main entrance sign shall be lit according to existing center-wide lighting hours, from dusk until 11:30 p.m., or one hour after closing of the last restaurant, whichever is earlier; and
- 4) Rear entrance sign shall be lit according to existing center-wide lighting hours from dusk until midnight.

MEETING DATE: September 24, 2009

DESIGN CONTROL BOARD REVIEW
DCB #09-014

PARCEL NAME: Marina West Center

PARCEL NUMBER: 95

REQUEST: Consideration of signage for Islands Fine Burgers & Drinks

ACTION: Approved with conditions

CONDITIONS: The following conditions apply:

- 1) Applicant shall obtain further review and approval from Regional Planning for this signage application; and
- 2) Signage lighting shall remain lit until one hour after closing of the restaurant or 11:30 p.m., which ever is earlier.

MEETING DATE: September 24, 2009

**DESIGN CONTROL BOARD REVIEW
DCB #09-015**

PARCEL NAME: Marina Towers

PARCEL NUMBER: 76

REQUEST: Consideration of signage for Chase Bank

ACTION: Approved with conditions

CONDITIONS: The following conditions apply:

- 1) Applicant shall obtain further review and approval from Regional Planning for this signage application; and
- 2) Applicant shall submit to Beaches and Harbors a complete Site Plan Review application by October 29, 2009.

MEETING DATE: September 24, 2009

DESIGN CONTROL BOARD REVIEW
DCB #09-016

PARCEL NAME: Waterside Marina del Rey

PARCEL NUMBER: 50

REQUEST: Consideration of signage for Papillon, a new tenant

ACTION: Approved with conditions

CONDITIONS: The following conditions apply:

- 1) Lessee shall submit a complete Variance application for outstanding signage, freestanding sign holders and sign kiosks to be signed by Beaches and Harbors and submitted to Regional Planning within 30 days. Failure to submit a complete Variance application shall result in signage disapproval for Papillon at the October 22, 2009 meeting;
- 2) Applicant shall obtain further review and approval from the Regional Planning for this signage application;
- 3) Main entrance sign shall be lit according to existing center-wide lighting hours, from dusk until 11:30 p.m., or one hour after closing of the last restaurant, whichever is earlier;
- 4) Rear entrance sign shall be lit according to existing center-wide lighting hours from dusk until midnight; and
- 5) Proposed signage shall include the 12" high by 18" long non-illuminated butterfly as presented to the DCB during the hearing, and as filed with the Department

MEETING DATE: September 24, 2009



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October 15, 2009

Santos H. Kreimann
Director

Kerry Silverstrom
Chief Deputy

TO: Design Control Board

FROM: Santos H. Kreimann, Director

SUBJECT: **AGENDA ITEM 6A - MARINA DEL REY WATER CONSERVATION**

Item 6A on your agenda pertains to the water conservation effort in Marina del Rey. As previously reported, the Board of Supervisors confirmed at its June 2, 2009 meeting that a water shortage emergency exists and authorized implementation of the Phased Water Conservation Plan at the Phase II Shortage level, requiring a 15% reduction in water use in Marina del Rey.

The Department of Public Works (DPW) has since embarked on an outreach effort to educate Marina del Rey residents and business establishments on how to conserve water. Melinda Barrett, Water Conservation Manager, from DPW, will make a presentation at your meeting to provide information on how the public can participate in this effort in order for the Marina to meet the established conservation goal.

SHK:cm



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October 15, 2009

Santos H. Kreimann
Director

Kerry Silverstrom
Chief Deputy

TO: Design Control Board

FROM: Santos H. Kreimann, Director

SUBJECT: **AGENDA ITEM 6B - PARCEL 95 - IMAGES FURNITURE WAREHOUSE
DCB #09-017**

Item 6B on your agenda is a submittal by Images Furniture Warehouse, at 480 Washington Boulevard in the Marina West Shopping Center for new business identification sign faces on two existing sign holders; one façade-mounted and one double-sided pole sign, and for an extension of time for the existing temporary banner.

Façade-Mounted Sign

The proposed business identification sign is a replacement face for the existing sign cabinet located on the west façade (Washington Boulevard). The sign face will be 11'10" wide by 2' high bordered by aluminum retainers painted black satin on a 16'-4" internally illuminated cabinet, 10' above grade. The face will be made of white polycarbonate with an applied black satin background color. The sign will read "Images" followed by "FURNITURE SHOWROOM", over a couch logo and the web address "www.imagesMDR.com"; the letters "I" and "g" in "Images" will measure 12", and the letters "m", "a", "e" and "s" will measure 9" high in white Georgia Bold font; the words "FURNITURE SHOWROOM" will be 8" high in white Arial Bold font, and the web address will be 4" high in white Georgia Bold font.

Pole Sign

The two proposed pole sign inserts are also replacement faces to the existing freestanding pole sign, located near the northeast corner of the building along Washington Boulevard. Each new sign face will measure 6'-8" wide by 4'-2" high and will be made of white polycarbonate with an applied black satin background color. The sign consists of a couch logo above the word "Images", over the words "FURNITURE SHOWROOM", and the website address, www.imagesMDR.com, all with varying font sizes. The letters "I" and "g" in "Images" will measure 24" high and the letters "m", "a", "e" and "s" will measure 17" high, all in white Georgia Bold font. The words "FURNITURE SHOWROOM" will be 5.5" high in white Arial Bold font and the web address will measure 5" high in white Georgia Bold font. The sign cabinet measures 6'-8" wide by 4'-2" high, is 7'-6" above grade, internally illuminated and finished with black

satin paint. The face will be made of white polycarbonate with an applied black satin background color.

Temporary Banner

The Applicant is also requesting approval of one temporary white banner measuring 5' wide by 3' high, with blue vinyl lettering reading "Images" over "FURNITURE", in 8½" to 12" tall letters in Georgia font. The temporary sign is located on the pole sign's southerly face. The banner was previously approved by your Board (DCB #09-013) through October 31, 2009.

The Applicant requests approval from your Board for the banner to remain displayed for an additional three months, through January 2010, allowing time for the permanent signage to be reviewed and approved by the Department of Regional Planning, and then manufactured.

Hours of Illumination

The business hours of operation are 10 a.m. through 7 p.m., nightly, except for Fridays, when the business is closed. The proposed signs will be internally lit from dusk until 10:00 p.m., nightly.

STAFF REVIEW

Proposed Signage

The proposed business signage represents new tenant identification, which according to the *Revised Permanent Sign Controls and Regulations*, will be subject to review and approval first by your Board and then by the Department of Regional Planning.

The Department recommends APPROVAL of DCB #09-017, with the condition that Applicant obtains further review and approval of the signage by the Department of Regional Planning.

SHK:CM



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October 15, 2009

Santos H. Kreimann
Director

Kerry Silverstrom
Chief Deputy

TO: Design Control Board

FROM: Santos H. Kreimann, Director

SUBJECT: **AGENDA ITEM 6C - PARCEL 50 - WATERSIDE MARINA DEL REY
AFFORDABLE PORTABLES - DCB #09-018**

Item 6C on your agenda is a submittal from Affordable Portables (Applicant), a new cell phone and accessories retail tenant at Waterside Marina del Rey, 4716½ Admiralty Way for new signage along the front and rear façades of its retail space.

Signage

Main Entrance

The Applicant is proposing to install one new business identification sign on top of the existing awning, in standard halo-illuminated aluminum reverse channel letters. The new signage measuring 8'11" long by 1'8" high overall will read "Affordable" over the word "Portables" followed by "at&t" over "Authorized Retailer" and the AT&T logo. Both words "Affordable" and "Portables" will measure 4'8" long by 7" high and will be painted a dark bronzetone Modern Masters ME703S. The words "at&t" and "Authorized Retailer" will be painted black, while the AT&T globe logo will be painted blue with a white background. The sign will be located at 15' from existing grade.

Service Entrance

An identical sign is proposed on the façade above the service entrance along Lincoln Boulevard approximately 15' from existing grade.

Lighting & Business Hours

The signage is proposed to be illuminated nightly from 30 minutes before dusk until one hour after closing of the last restaurant. The proposed hours of operation for Affordable Portables will be from 10 a.m. to 7 p.m. Monday through Thursday, 10 a.m. to 8 p.m. Friday and Saturday and 11 a.m. to 6 p.m. on Sunday, consistent with center-wide hours of operation.

STAFF REVIEW

Staff recommends approval of the two proposed business identification signs, which meet the intent of the *Marina del Rey Minimum Standards of Architectural Treatment and Construction* and *Revised Permanent Sign Controls and Regulation* and are consistent with the overall design of the Waterside Marina del Rey development. The illumination of the signs should be consistent with center-wide hours of illumination as approved by your Board for other signage in the center. Therefore, illumination of the entrance sign is recommended from dusk until 11:30 p.m. or one hour after the closing of the last restaurant, whichever is earlier. The illumination of the proposed service entrance sign facing Lincoln Boulevard is recommended from dusk until midnight nightly.

Business identification signage on the storefront doors or windows that are common at many of the stores in the center was not included in this submittal. The lessee's general manager of the center has been advised that approval from Beaches and Harbors, your Board, plus a variance from Regional Planning is required prior to the display of such signage. This is to avoid adding to the existing problems at the center of unapproved signage.

The Department recommends **APPROVAL** of DCB #09-018 with the following conditions:

- 1) Applicant obtain further review and approval from the Department of Regional Planning;
- 2) Main Entrance sign shall be lit according to existing center-wide lighting hours, from dusk until 11:30 p.m., or one hour after closing of the last restaurant, whichever is earlier; and
- 3) Rear Entrance sign shall be lit according to existing center-wide lighting hours from dusk until midnight.

SHK:CM



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Santos H. Kreimann
Director

Kerry Silverstrom
Chief Deputy

October 15, 2009

TO: Design Control Board

FROM: Santos H. Kreimann, Director

SUBJECT: **AGENDA ITEM 7A - TEMPORARY PERMITS ISSUED BY THE DEPARTMENT**

Item 7A on your agenda provides us an opportunity to advise your Board of permits issued by the Department for temporary banners, signs and canopies. Since our last report, the Department issued the following permit, a copy of which is attached:

TP #09-023 Temporary permit for one business identification sign at Marina Waterside Shopping Center. The business identification sign is permitted from October 7 through November 7, 2009.

SHK:CM

Attachment



To enrich lives through effective and caring service

October 7, 2009



Adam Goldberg
Fresh Brothers Pizza
4722 ½ Admiralty Way
Marina del Rey, CA 90292

Santos H. Kreimann
Director

Kerry Silverstrom
Chief Deputy

**TEMPORARY SIGNAGE AT WATERSIDE MARINA (P-50)
(TP 09-023)**

Dear Mr. Goldberg:

By means of this letter, Fresh Brothers Pizza is permitted to mount temporary signage at their premises located at 4722 ½ Admiralty Way as detailed below:

- The sign will read "FRESH BROTHERS PIZZA" in 15-inch high by 1-inch thick lettering. The letters will be painted in Crimson Red and made of Styrofoam. In addition, the signage will include a 17-inch high by 10-inch wide image of a slice of pizza. The signage will be mounted to the façade of the building using construction adhesive.

The signage is permitted from October 7, 2009 through November 7, 2009. The signage must be removed by noon on November 8, 2009. Failure to remove it by this time will result in its removal and storage by the County of Los Angeles at your expense.

If desired, one consecutive 30-day extension may be granted, provided that the request for such is made in writing to the Department *before* the original permit expires and a Variance Application has been filed with the Department of Regional Planning by Caruso Affiliated as requested by the Design Control Board at the September meeting.

If you have any further questions or requests, please contact Cesar Espinosa at 310-305-9530.

Very truly yours,

SANTOS H. KREIMANN, DIRECTOR


Charlotte Miyamoto, Chief
Planning Division

SHK:CM:CE

Cc: Wayne Schumaker
Mark Spiro
Ken Edson
Seth Curtis
Lynn Atkinson
Sal Iannotti



To enrich lives through effective and caring service

October 15, 2009



Santos H. Kreimann
Director

TO: Design Control Board
FROM: Santos H. Kreimann, Director

Kerry Silverstrom
Chief Deputy

SUBJECT: **ITEM 7B - ONGOING ACTIVITIES REPORT**

BOARD OF SUPERVISORS ACTIONS ON ITEMS RELATING TO MARINA DEL REY

Nothing to report.

REGIONAL PLANNING COMMISSION'S CALENDAR

The projects proposed on Parcel 9/U (Woodfin Hotel) and Parcel 10/FF (Neptune Marina) were heard at its October 14, 2009 meeting. The project applicants were instructed to finalize their EIRs; however, they were directed to return to the Design Control Board for further review of the variance requests for the promenade setbacks. Staff anticipates the applicants will be at the Board's December meeting.

Tentatively scheduled for its October 21, 2009 agenda are the projects proposed on Parcel OT (Oceana Retirement Facility) and Parcel 21 (Panay Way Marina).

CALIFORNIA COASTAL COMMISSION'S CALENDAR

Scheduled for its November 5, 2009 agenda is the project proposed on Parcel 21 (Panay Way Marina).

LOCAL COASTAL PROGRAM PERIODIC REVIEW UPDATE

County staff continues to work on the response to the Coastal Commission's Local Coastal Program Periodic Review recommendations and findings, which is due on April 29, 2010.

SMALL CRAFT HARBOR COMMISSION MINUTES

The July and September 2009 meeting minutes have not yet been approved by the Commission. There was no August 2009 meeting.

MARINA DESIGN GUIDELINES UPDATE

Staff is discussing minor revisions of the Design Guidelines with RRM Design Group as to the Streetscape chapter.

REDEVELOPMENT PROJECT STATUS REPORT

Attached is a copy of the project status report providing details and the current status of projects in the redevelopment process in the Marina. Copies of this report are also

Design Control Board
Item 7B - Ongoing Activities Report
October 15, 2009
Page 2

available at the Lloyd Taber-Marina del Rey Public Library and on the Department's website (marinadelrey.lacounty.gov).

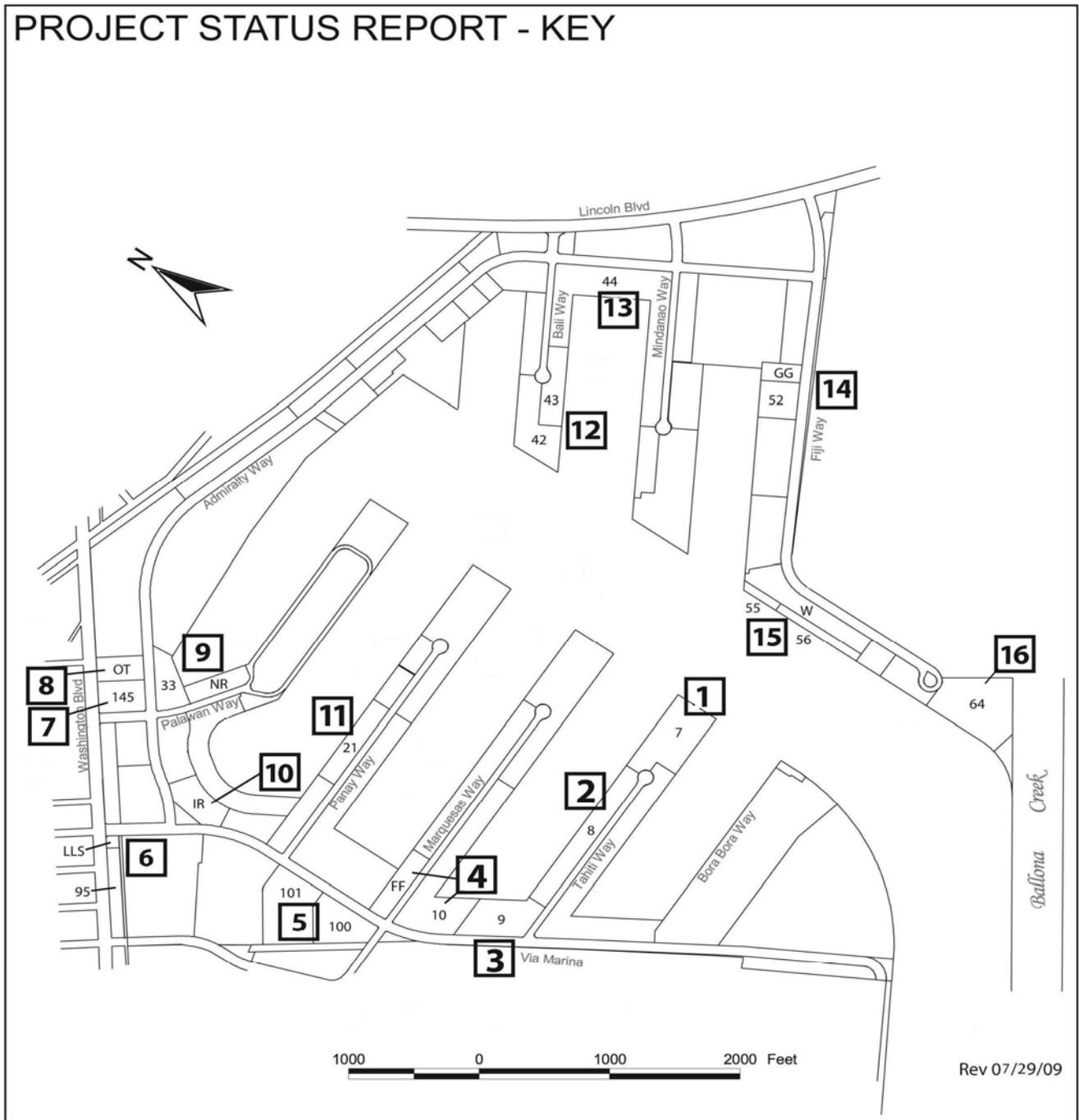
SHK:cm
Attachment

**Marina del Rey Redevelopment Projects
Descriptions and Status of Regulatory/Proprietary Approvals
As of October 14, 2009**

Map Key	Parcel No. -- Project Name/Lessee	Lessee Name/ Representative	Redevelopment Proposed	Massing and Parking	Status	Regulatory Matters
1	7 -- Tahiti Marina/K. Hakim	Kamran Hakim	* Building refurbishment and relocating landside boating facilities * Docks will not be reconstructed at this time	Parking -- Possible slight reduction of parking due to relocation of landside boating facilities. Impact is currently unknown.	Proprietary -- Term sheet initiated on 8/3/09 Regulatory -- Initial Study received by Regional Planning in May 2009	
2	8 -- Bay Club/ Decron Properties	David Nagel	* Building refurbishment, no new construction * Docks will be reconstructed	Massing -- Two 43' tall 3-story residential buildings over parking Parking -- 315 residential parking spaces and 172 slip parking spaces	Proprietary -- Term sheet approved by BOS August 2008 Regulatory -- DCB continued from July 2008 with concept approval August 2008. Site Plan Review application filed with DRP on 12/4/08. The 30-day public review period of the MND ends 11/9/09	
3	9 -- Woodfin Suite Hotel and Vacation Ownership/ Woodfin Hotels	Jack Illes	* 19-story, 288-room hotel (152 hotel rooms and 136 timeshare suites) * 6-story, 360-stall parking structure * New public transient docks * 28 foot-wide waterfront promenade * Wetland park	Massing -- 19-story hotel with 5-story parking structure, 225' tall, on northern half of parcel with view corridor and wetland park on southern half Parking -- All parking required of the project to be located on site	Proprietary -- Term Sheet approved by BOS February 2007 Regulatory -- DCB initial hearing May 2006, approved in concept June 2006; Regional Planning application filed November 2006; RP Commission heard the matter on 8/12/09 and continued the item; RP Commission scheduled to hear the item on 10/14/09	Timeshare component Wetland
4	10/FF -- Neptune Marina/ Legacy Partners	Sean McEachorn	* 526 apartments * 161-slip marina + 7 end-ties * 28 foot-wide waterfront promenade * Replacement of public parking both on and off site	Massing -- Four 55' tall clustered 4-story residential buildings over parking with view corridor Parking -- 103 public parking spaces to be replaced off site	Proprietary -- Term sheet approved by BOS August 2004; lease documents approved by BOS August 2008 Regulatory -- DCB initial hearing May 2006, approval in concept June 2006; Regional Planning application filed November 2006; RP Commission heard the matter on 8/12/09 and continued the item; RP Commission scheduled to hear the item on 10/14/09	LCP amendment to allow apartments on Parcel FF, remove Open Space category, and to transfer development potential from other development zones Parking permit to allow 103 replacement public parking spaces off site Variance for enhanced signage and reduced setbacks
5	100/101 -- The Shores/ Del Rey Shores	Jerry Epstein/ David Levine	* 544-unit apartment complex * 10 new public parking spaces	Massing -- Twelve 75' tall 5-story residential buildings Parking -- All parking required of the project to be located on site plus 10 public beach parking spaces	Proprietary -- Lease extension Option approved by BOS December 2006 Regulatory -- Regional Planning approval June 2006; BOS heard appeal February 2006; and approved project March 2007. Per court order, EIR redone as to grading; BOS approved EIR 12/16/08; Plancheck application filed	
6	95/LLS -- Marina West Shopping Center/Gold Coast	Michael Pashaie/ David Taban	*23,500 square feet of commercial/retail/restaurant	Massing -- To be determined Parking -- All parking required of the project to be located on site	Proprietary -- Term Sheet approved by BOS October 2007 Regulatory -- DCB initial hearing May 2006; item then on June, July, and September agenda; conceptual approval granted November 2006	
7	145 -- Marina International Hotel/ IWF Marina View Hotel	Dale Marquis/ Mike Barnard	* Complete refurbishment	Massing -- 40' existing and proposed max height Parking -- To be determined	Proprietary -- Term sheet under negotiation Regulatory -- DCB initial hearing November 2008; conceptual approval granted January 2009. Initial Study received by Regional Planning May 2009	
8	OT -- Oceana Retirement Facility/ Goldrich & Kest Industries	Jona Goldrich/ Sherman Gardner	* 114-unit senior retirement facility * 5,000 square feet of retail space * Replacement public parking both on and off site * Public accessway from Washington to Admiralty	Massing -- One 5-story residential (senior) building over ground-floor retail and parking, 65' tall Parking -- All required project parking to be located on site; 92 public parking spaces to remain on site, 94 public parking spaces to be replaced off site near Marina Beach	Proprietary -- Lease documents approved by BOS July 2008. Regulatory -- DCB conceptual approval August 2005; Regional Planning application filed May 2006. DEIR public review period from 9/3 - 10/19/09. RP Commission hearing scheduled for 10/21/09	LCP amendment to create Senior Retirement Facility Land Use Category and rezone OT as Senior Retirement Facility with Mixed Use Overlay Zone, and transfer development potential between Development Zones Parking permit for senior retirement facility and to allow some replacement public parking off site.
9	33/NR -- The Waterfront	Ed Czucker/Derek Jones	* 292 apartments * 32,400 square-foot restaurant/retail space * Rooftop observation deck * Replacement public parking both on and off site	Massing -- Three 5-story mixed use residential/retail buildings (two 44' tall and one 61' tall) with view corridor Parking -- All required project parking to be located on site; 69 public parking spaces to be replaced on site.	Proprietary -- Lease documents in process and economic terms being negotiated Regulatory -- DCB concept approval August 2004; revised project to DCB on August 2008, then December 2008 where it was continued	LCP amendment to add Residential V and a Mixed Use Overlay Zone to Pcl 33, and, rezone NR to Visitor Serving/Commercial with a Mixed Use Overlay Zone. Parking permit to allow some replacement public parking off site
10	IR -- Marriott Residence Inn/ Pacifica Hotels	Dale Marquis/ Mike Barnard	* 147-room hotel * Replacement of public parking both on and off site * Marina Beach Promenade	Massing -- Two hotel buildings above parking, 45' tall, with view corridor Parking -- 197 public parking spaces to remain on site, 20 or 89 public parking spaces to be replaced off site depending on intersection project	Proprietary -- Lease documents approved by BOS Oct 2006 Regulatory -- DCB approved in concept February 2006; Regional Planning application in preparation	LCP amendment to rezone site from Parking to Hotel Parking permit to allow some replacement public parking off site.
11	21 -- Holiday Harbor Courts/ Goldrich & Kest Industries	Jona Goldrich/ Sherman Gardner	<u>Phase 1</u> * 5-story, 29,300 square-foot mixed-use building (health club, yacht club, retail, marine office) * 92-slip marina * 28 foot-wide waterfront promenade and pedestrian plaza <u>Phase 2 (Parcel C)</u> * Westernmost portion of land to revert to County for public parking	Massing -- One 56' tall commercial building with view corridor Parking -- All parking required of the project to be located on site, including 94 replacement spaces from OT and Parcel 20 boater parking	<u>Phase 1</u> Proprietary -- Lease documents approved by BOS July 2008 Regulatory -- DCB conceptual approval obtained August 2005; Regional Planning application (landside) filed September 2006. DEIR public review period from 9/3 - 10/19/09. RP Commission hearing scheduled for 10/21/09 <u>Phase 2 (Parcel C)</u> DCB hearing March and April 2006, item continued.	LCP Amendment to transfer parking from OT to 21 CDP for landside from Regional Planning CDP for waterside from Coastal Commission
12	42/43 -- Marina del Rey Hotel/ IWF MDF Hotel	Dale Marquis/ Mike Barnard	* Complete refurbishment and dock replacement	Massing -- 36' tall hotel building Parking -- 372 Parking spaces	Proprietary -- Term sheet under negotiation Regulatory -- To be determined	
13	44 - Pier 44/Pacific Marina Venture	Michael Pashaie/ David Taban	* Build 5 new visitor serving commercial and dry storage buildings * 91,090 s.f. visitor serving commercial space * 143 slips + 5 end ties and 234 dry storage spaces	Massing -- Four new visitor-serving commercial buildings, maximum 36' tall and one dry stack storage building, 65'5" tall. 771.5 lineal feet view corridor proposed (259.73 required) Parking -- 381 at grade parking spaces will be provided with shared parking agreement (402 parking spaces are required)	Proprietary -- Term sheet under negotiation Regulatory -- Initial DCB review during the October 2008 meeting. Item was continued and is pending a second review	Shared Parking Agreement
14	52/GG - Boat Central/ Pacific Marina Development	Jeff Pence	* 345-vessel dry stack storage facility * 30-vessel mast up storage space * 5,300 s.f. Sheriff boatwright facility	Massing -- 70' high boat storage building partially over water and parking with view corridor Parking -- All parking required of the project to be located on site, public parking to be replaced on Parcel 56	Proprietary -- Term sheet approved by BOS on July 2006; SCHC approved Option March 2007; BOS approved Option May 2007 Regulatory -- DCB, on May 2007 (continued from March 2007 meeting; April meeting cancelled) DISAPPROVED project. Regional Planning application filed December 2008. Screencheck Draft EIR received July 2009.	LCP amendment to rezone site to Boat Storage and to transfer Public Facility use to another parcel.
15	55/56/W -- Fisherman's Village/ Gold Coast	Michael Pashaie/ David Taban	* 132-room hotel * 65,700 square foot restaurant/retail space * 30-slip new marina * 28 foot-wide waterfront promenade	Massing -- Nine mixed use hotel/visitor-serving commercial/retail structures (eight are 1 or 2-story and one 60' tall hotel over ground floor retail/ restaurant), parking structure with view corridor Parking -- All parking required of the project to be located on site; must include parking for adjacent Parcel 61 lessee (Shanghai Reds) and replacement parking from Parcel 52	Proprietary -- Lease documents approved by BOS December 2005 Regulatory -- DCB hearing May 2006, item continued; approved in concept July 2006. Regional Planning application filed May 2007. Screencheck DEIR in review.	Shared Parking Agreement Variance for reduced setbacks
16	64 -- Villa Venetia/ Lyon	Peter Zak	* Complete refurbishment	Massing -- Existing 224 units in 3 stories with portions over parking Parking -- All parking located on site	Proprietary -- Term sheet approved by BOS August 2008 Regulatory -- DCB continued item from July 2006 and approved a redevelopment concept October 2006. Regional Planning application filed December 2006. Project has changed. Refurbishment rather than redevelopment now proposed. Initial study filed with DRP in May 2009.	

Note: Height information for projects will be shown as information becomes available.

PROJECT STATUS REPORT - KEY



Rev 07/29/09



To enrich lives through effective and caring service

October 15, 2009



Santos H. Kreimann
Director

TO: Design Control Board

FROM: Santos H. Kreimann, Director

Kerry Silverstrom
Chief Deputy

SUBJECT: **AGENDA ITEM 7C - MARINA DEL REY & BEACH SPECIAL EVENTS**

MARINA DEL REY

MARINA DEL REY MOVIE NIGHT AND HAUNTED HOUSE

Sponsored by the Los Angeles County Department of Beaches and Harbors
Burton Chace Park, 13650 Mindanao Way
Saturday, October 31
7:00 p.m. – 9:30 p.m.

This **FREE** family event will start with an outdoor screening of the movie **Monster House**. The movie will start at 7:00 p.m. and will be shown on a large 26-ft inflatable screen. The **Spooky Haunted House** will be held in the Community Room from 7:30 p.m. – 9:30 p.m. Children who are brave enough to go inside will be rewarded with a Halloween treat!

Parking at a reasonable rate is available in County Lot 4 near the venue and in County Lot 5 on Bali Way.

For more information call: Angelica Gunderson at (310) 823-0925.

FISHERMAN'S VILLAGE WEEKEND CONCERT SERIES

Sponsored by Pacific Ocean Management, LLC
All concerts from 2:00 p.m. - 5:00 p.m.

Saturday, October 17

Blue Zone, playing Blues

Sunday, October 18

CJS Quintet, playing Classic Jazz, Bebop, Swing & Latin

Saturday, October 24

The Greg Wright Blues Band, playing Blues

Sunday, October 25

Keiko Okamoto Latin Jazz Band, playing Latin Jazz, Mombo & Salsa Flutist

Saturday, October 31

Jimbo Ross & The Bodacious Blues Band, Jazz & Blues on Viola

For more information call: Pacific Ocean Management at (310) 822-6866.

BEACH EVENTS

DOCKWEILER YOUTH CENTER DEDICATION

12505 Vista del Mar, Playa del Rey
Wednesday, October 21
10:00 a.m.

Come join Supervisor Don Knabe and the Los Angeles County Department of Beaches and Harbors for the dedication ceremony of the Dockweiler Youth Center at Dockweiler State Beach. The new building will serve as southern headquarters for the Department's W.A.T.E.R. Youth Education Program.

For more information call: Catrina Love at (310) 305-9511.

SHK:cm